

WHAT IS CLAIMED IS:

1. A method for generating rules and knowledge, comprising:  
detecting desirable patterns of raw data;  
dynamically creating rule-sets  
selecting and applying a rule-set;  
measuring an effectiveness of the applied rule-set; and  
producing recommended results.
2. The method for generating rules and knowledge according to claim 1, further comprising generating an explanation for each result.
3. The method for generating rules and knowledge according to claim 1, wherein said detecting step determines data points that act as decision drivers and are most likely to provide desirable information.
4. The method for generating rules and knowledge according to claim 1, wherein said measuring step measures an effectiveness of an applied rule-set by keeping track of which rules and which conditions are triggered when a

rule-set is applied, and revalidates the rules against new data to ensure the rules are still accurate.

5. A personalization engine computer program product for rules and knowledge, comprising:

a computer usable medium having personalization engine computer readable program code embodied in said medium for generating a campaign;

computer readable automatic campaign generation engine program code embodied in said medium, to detect desirable patterns of raw data; to dynamically create rule-sets; to select and apply a rule-set to an execution application; to measure an effectiveness of the applied rule-set;

computer readable campaign execution engine program code embodied in said medium, to produce recommended results; and to generate an explanation for each result.

6. A personalization engine computer program product according to claim 5, wherein said automatic campaign generation engine program code

detects desirable pattern of raw data by determining data points that act as decision drivers and are most likely to provide desirable information.

7. A personalization engine computer program product according to claim 5, wherein said automatic campaign generation engine program code measures an effectiveness of an applied rule-set by keeping track of which rules and which conditions are triggered when a rule-set is applied, and revalidating the rules against new data to ensure the rules are still accurate.

8. A system including a processor and memory for generating rules and knowledge, comprising:  
personalization engine program code for generating a campaign;  
campaign generation engine program code to detect desirable patterns of raw data; to dynamically create rule-sets; to select and apply a rule-set to an execution application; and to measure an effectiveness of the applied rule-set;  
campaign execution engine program code to produce recommended results, and to generate an explanation for each result.

9. A system according to claim 8, wherein said automatic campaign generation engine program code detects desirable pattern of raw data by determining data points that act as decision drivers and are most likely to provide desirable information.

10. A system according to claim 8, wherein said automatic campaign generation engine program code measures an effectiveness of an applied rule-set by keeping track of which rules and which conditions are triggered when a rule-set is applied, and revalidating the rules against new data to ensure the rules are still accurate.